A9055-8U 4/90

TVB

A RESEARCH TREND REPORT

TRENDS IN LOCAL TV CATEGORIES

1989

Prepared by the TVB Research Department 3/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

Highlights

* Big categories ($20 Million +) with big percent gains:

		(000)		
		1988	1989	% Increase
1.	Health Clubs & Reducing Salons	$ 61,895.5	$ 93,648.1	51.3%
2.	Department Stores	150,283.5	213,098.9	41.8%
3.	Loan & Mortgage Companies	23,253.5	30,411.0	30.8%
4.	Legal Services	63,949.0	82,291.8	28.7%
5.	Drug Stores	77,583.0	93,916.5	21.1%

* Smaller categories with big percent gains:

		(000)		
		1988	1989	% Increase
1.	Household Services, Misc.	$ 3,117.5	$ 5,521.8	77.1%
2.	Lighting & Light Fixture Stores	3,655.0	5,619.8	53.8%
3.	Nurseries, Lawn Care Sup.& Svcs.	5,132.7	7,706.9	50.2%
4.	Data Match Services	3,462.0	5,195.3	50.1%
5.	Industrial & Manufacturing Svcs.	1,882.6	2,788.1	48.1%

* Categories with the biggest dollar gains:

		(000)		
		1988	1989	$ Increase
1.	Department Stores	$ 150,283.5	$ 213,098.9	$ 62,815.4
2.	Furniture Stores	237,920.8	278,184.8	40,264.0
3.	Restaurants & Drive-Ins	803,967.6	838,256.8	34,289.2
4.	Health Clubs & Reducing Salons	61,895.5	93,648.1	31,752.6
5.	Movies	185,989.1	210,823.9	24,834.8

The following pages present all the Local Categories three ways:

1. Ranked by dollar change.
2. Ranked by percent change.
3. By code number.

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V321	DEPARTMENT STORES	168,471.3	150,283.5	213,098.9	62,815.4	41.8%
V344	FURNITURE STORES	218,680.1	237,920.8	278,184.8	40,264.0	16.9%
V234	RESTAURANTS & DRIVE-INS	800,438.7	803,967.6	838,256.8	34,289.2	4.3%
V261	HEALTH CLUBS & REDUCING SALONS	52,046.5	61,895.5	93,648.1	31,752.6	51.3%
V233	MOVIES	176,968.5	185,989.1	210,823.9	24,834.8	13.4%
V423	RADIO & TV STATIONS & CABLE TV	152,517.7	160,351.1	182,803.7	22,452.6	14.0%
V311	CLOTHING STORES	116,488.6	121,151.5	143,583.6	22,432.1	18.5%
V293	EDUCATION SERVICES	98,804.0	112,062.9	131,862.2	19,799.3	17.7%
V242	LEGAL SERVICES	59,015.9	63,949.0	82,291.8	18,342.8	28.7%
V331	DRUG STORES	79,390.2	77,583.0	93,916.5	16,333.5	21.1%
V231	AMUSEMENTS & ENTERTAINMENT	120,550.5	127,779.2	143,942.1	16,162.9	12.6%
V262	MEDICAL & DENTAL SERVICES	130,462.4	130,277.4	144,771.5	14,494.1	11.1%
V341	APPLIANCE STORES & REPAIR	143,793.2	138,909.7	152,788.8	13,879.1	10.0%
V249	PERSONAL SERVICES, MISCELLANEOUS	31,089.2	48,808.9	57,020.6	8,211.7	16.8%
V345	HOME CENTERS & HARDWARE STORES	97,309.1	98,391.7	106,275.2	7,883.5	8.0%
V214	LOAN & MORTGAGE COMPANIES	23,011.2	23,253.5	30,411.0	7,157.5	30.8%
V399	MISCELLANEOUS RETAIL & LOCAL STORES	20,586.2	17,751.9	24,018.0	6,266.1	35.3%
V211	BANKS, SAVINGS & LOAN ASSNS	202,214.6	191,402.3	197,298.9	5,896.6	3.1%
V219	BUSINESS SERVICES, MISCELLANEOUS	5,624.6	11,569.8	17,052.1	5,482.3	47.4%
V239	LEISURE TIME ACTIVITIES & SERVICES,	124,225.1	129,312.8	134,499.6	5,186.8	4.0%
V251	GAS, ELECTRIC, & WATER COMPANIES	46,324.5	45,854.3	50,429.5	4,575.2	10.0%
V232	HOTELS & RESORTS, U.S.	71,341.4	78,416.5	82,412.8	3,996.3	5.1%
V422	NEWSPAPERS	37,587.3	33,858.0	37,154.9	3,296.9	9.7%
V392	JEWELRY & METAL EXCHANGE STORES	22,980.4	22,713.4	25,745.3	3,031.9	13.3%
V221	REALTORS & REAL ESTATE DEVELOPERS	32,463.9	30,690.7	33,643.1	2,952.4	9.6%
V225	NURSERIES, LAWN CARE SUPPLIES & SERV	6,480.6	5,132.7	7,706.9	2,574.2	50.2%
V349	MISCELLANEOUS HOUSEHOLD STORES	14,077.4	14,531.1	17,080.5	2,549.4	17.5%
V229	HOUSEHOLD SERVICES, MISCELLANEOUS	6,467.5	3,117.5	5,521.8	2,404.3	77.1%
V332	FOOD STORES & SUPERMARKETS	346,275.9	339,045.1	341,197.3	2,152.2	0.6%
V121	AUTO SUPPLY & ACCESSORY STORES	44,625.3	37,666.2	39,734.7	2,068.5	5.5%
V347	LIGHTING & LIGHT FIXTURE STORES	3,685.3	3,655.0	5,619.8	1,964.8	53.8%
V248	DATA MATCH SERVICES	4,445.3	3,462.0	5,195.3	1,733.3	50.1%
V324	DISCOUNT DEPARTMENT STORES	122,656.3	115,457.7	117,115.8	1,658.1	1.4%
V322	SHOPPING CENTERS & ASSOCIATIONS	22,363.0	24,361.3	26,009.7	1,648.4	6.8%
V215	OFFICE EQUIPMENT & SUPPLY STORES	4,360.2	5,014.8	6,143.0	1,128.2	22.5%
V510	INDUSTRIAL & MANUFACTURING SERVICES	1,758.4	1,882.6	2,788.1	905.5	48.1%
V339	MISCELLANEOUS FOOD DEALERS	4,057.3	3,638.6	4,514.7	876.1	24.1%
V334	DAIRY STORES	13,360.3	10,903.1	11,721.6	818.5	7.5%
V223	BUILDERS & HOME IMPROVEMENT CONTRACT	30,698.8	26,471.8	27,172.1	700.3	2.6%
V241	BEAUTY SHOPS & SUPPLIES	19,381.2	24,993.4	25,682.4	689.0	2.8%

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V394	PETS, PET SUPPLIES & SERVICES	2,328.2	2,024.3	2,683.1	658.8	32.5%
V235	SPORT, HOBBY & TOY STORES	42,597.9	46,886.6	47,397.2	510.6	1.1%
V292	FUNERAL HOMES & SERVICES	4,472.1	4,521.5	4,990.5	469.0	10.4%
V266	MISC. MEDICAL & HEALTH SUPPLY DEALER	996.7	993.4	1,451.3	457.9	46.1%
V416	AGRICULTURAL SALES & SERVICES MISCEL	2,429.2	1,608.4	2,064.9	456.5	28.4%
V253	FUEL SUPPLY DEALERS	1,379.7	1,185.5	1,578.2	392.7	33.1%
V150	MOTORCYCLE DEALERS	2,807.7	1,080.9	1,373.2	292.3	27.0%
V313	SHOE STORES	47,347.4	43,723.8	44,006.6	282.8	0.6%
V237	TRAVEL AND TOUR AGENCIES	8,664.1	8,044.8	8,315.4	270.6	3.4%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORE	3,798.6	2,648.6	2,908.4	259.8	9.8%
V291	DRY CLEANERS & LAUNDRIES	1,194.6	1,323.3	1,520.6	197.3	14.9%
V395	GIFT & BOOK STORES	9,401.3	9,341.5	9,515.4	173.9	1.9%
V343	DRAPERY & INTERIOR DECORATING SERVIC	2,137.4	1,179.7	1,353.4	173.7	14.7%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	410.7	255.2	400.9	145.7	57.1%
V319	APPAREL STORES, MISCELLANEOUS	2,848.5	2,679.6	2,773.6	94.0	3.5%
V415	EQUESTRIAN STORES & SERVICES	31.0	30.9	119.1	88.2	285.4%
V413	FEED & SEED DEALERS	922.6	1,480.7	1,544.2	63.5	4.3%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	5,132.4	3,225.5	3,278.9	53.4	1.7%
V228	PLUMBING, HEATING & AIR COND CONTRAC	6,810.7	7,049.4	7,088.4	39.0	0.6%
V140	CAMPER & RECREATIONAL VEHICLE DEALER	8,110.5	7,909.9	7,947.3	37.4	0.5%
V396	TOBACCO SHOPS	122.4	83.6	115.7	32.1	38.4%
V224	POOL CONTRACTORS, SUPPLIES & SERVICE	6,405.7	7,825.3	7,842.4	17.1	0.2%
V391	FLORISTS	2,889.6	2,113.4	2,122.5	9.1	0.4%
V323	VARIETY STORES	8,143.3	5,633.3	5,629.0	(4.3)	-0.1%
V162	TRUCK RENTALS & LEASING	24.0	51.3	45.6	(5.7)	-11.1%
V397	LUGGAGE & LEATHER SHOPS	729.3	549.9	543.3	(6.6)	-1.2%
V429	MISC. LOCAL MEDIA & ADVERTISING SERV	2,910.8	1,577.8	1,550.9	(26.9)	-1.7%
V226	UPHOLSTERY & RELUPHOLSTERY	838.2	713.3	674.1	(39.2)	-5.5%
V412	LIVESTOCK SALES & SERVICES	104.3	141.2	90.2	(51.0)	-36.1%
V335	MEAT, FISH & POULTRY STORES	3,204.5	2,905.3	2,846.0	(59.3)	-2.0%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	15,889.3	11,228.5	11,123.0	(105.5)	-0.9%
V430	AVIATION SALES & SERVICES	305.0	409.4	279.0	(130.4)	-31.9%
V414	FARM CO-OPS & BUREAUS	698.0	503.0	285.0	(218.0)	-43.3%
V346	FABRIC & SEWING MACHINE STORES	1,854.4	2,050.2	1,816.8	(233.4)	-11.4%
V264	CONVALESCENT & RETIREMENT HOMES	929.0	767.5	490.1	(277.4)	-36.1%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1,861.4	2,078.5	1,752.5	(326.0)	-15.7%
V440	AUCTIONEERS & AUCTION HOUSES	533.9	1,005.0	620.1	(384.9)	-38.3%
V265	HEARING AID CENTERS	1,019.7	2,390.0	1,996.0	(394.0)	-16.5%
V411	FARM IMPLEMENT DEALERS & SERVICES	1,815.9	1,189.2	740.8	(448.4)	-37.7%
V254	TRANSIT & TRANSPORTATION	4,596.4	4,811.6	4,335.1	(476.5)	-9.9%

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V393	MUSIC STORES	12,659.4	9,276.3	8,675.7	(600.6)	-6.5%
V333	BAKE SHOPS	12,061.3	11,521.1	10,917.4	(603.7)	-5.2%
V161	AUTO RENTALS & LEASING	4,799.9	3,269.9	2,625.7	(644.2)	-19.7%
V342	CARPET & FLOOR COVERING STORES	51,538.7	51,803.8	51,038.8	(765.0)	-1.5%
V236	MARINE SUPPLIES & SERVICES	5,263.5	5,174.2	4,058.7	(1,115.5)	-21.6%
V222	EXTERMINATORS	11,811.4	10,234.8	9,096.2	(1,138.6)	-11.1%
V312	FUR SALONS	11,181.1	9,633.4	8,344.7	(1,288.7)	-13.4%
V227	MOVING & STORAGE	6,201.3	4,106.8	2,508.8	(1,598.0)	-38.9%
V217	COMPUTER SALES & REPAIR SERVICES	4,301.8	5,432.5	3,799.8	(1,632.7)	-30.1%
V216	EMPLOYMENT AGENCIES	3,941.3	4,717.9	2,984.8	(1,733.1)	-36.7%
V263	OPTICAL SERVICES & SUPPLIES	73,919.1	80,095.8	77,392.7	(2,703.1)	-3.4%
V122	AUTO REPAIR & SERVICE STATIONS	87,250.4	92,513.8	88,743.3	(3,770.5)	-4.1%
V130	MOBILE HOME DEALERS, SERVICES & SITE	8,590.1	8,408.4	4,443.9	(3,964.5)	-47.1%
V294	RENTAL SERVICES	38,868.8	36,090.0	31,044.6	(5,045.4)	-14.0%
V213	FINANCIAL PLANNING SERVICES	35,679.4	29,712.2	24,355.5	(5,356.7)	-18.0%
V212	INSURANCE AGENCIES	14,347.9	24,469.1	16,951.0	(7,518.1)	-30.7%
V111	AUTO & TRUCK DEALER SALES	371,410.7	379,766.4	321,401.9	(58,364.5)	-15.4%
V490	MISCELLANEOUS (INCL. POLITICAL)	37,378.7	163,190.7	61,276.6	(101,914.1)	-62.5%
	TOTALS:	4,676,979.1	4,848,114.9	5,076,006.2	227,891.3	4.7%

SOURCE : TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V415	EQUESTRIAN STORES & SERVICES	31.0	30.9	119.1	88.2	285.4%
V229	HOUSEHOLD SERVICES, MISCELLANEOUS	6467.5	3117.5	5521.8	2404.3	77.1%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	410.7	255.2	400.9	145.7	57.1%
V347	LIGHTING & LIGHT FIXTURE STORES	3685.3	3655.0	5619.8	1964.8	53.8%
V261	HEALTH CLUBS & REDUCING SALONS	52046.5	61895.5	93648.1	31752.6	51.3%
V225	NURSERIES, LAWN CARE SUPPLIES & SERVICE	6480.6	5132.7	7706.9	2574.2	50.2%
V248	DATA MATCH SERVICES	4445.3	3462.0	5195.3	1733.3	50.1%
V510	INDUSTRIAL & MANUFACTURING SERVICES	1758.4	1882.6	2788.1	905.5	48.1%
V219	BUSINESS SERVICES, MISCELLANEOUS	5624.6	11569.8	17052.1	5482.3	47.4%
V266	MISC. MEDICAL & HEALTH SUPPLY DEALERS	996.7	993.4	1451.3	457.9	46.1%
V321	DEPARTMENT STORES	168471.3	150283.5	213098.9	62815.4	41.8%
V396	TOBACCO SHOPS	122.4	83.6	115.7	32.1	38.4%
V399	MISCELLANEOUS RETAIL & LOCAL STORES	20586.2	17751.9	24018.0	6266.1	35.3%
V253	FUEL SUPPLY DEALERS	1379.7	1185.5	1578.2	392.7	33.1%
V394	PETS, PET SUPPLIES & SERVICES	2328.2	2024.3	2683.1	658.8	32.5%
V214	LOAN & MORTGAGE COMPANIES	23011.2	23253.5	30411.0	7157.5	30.8%
V242	LEGAL SERVICES	59015.9	63949.0	82291.8	18342.8	28.7%
V416	AGRICULTURAL SALES & SERVICES MISCELLANEO	2429.2	1608.4	2064.9	456.5	28.4%
V150	MOTORCYCLE DEALERS	2807.7	1080.9	1373.2	292.3	27.0%
V339	MISCELLANEOUS FOOD DEALERS	4057.3	3638.6	4514.7	876.1	24.1%
V215	OFFICE EQUIPMENT & SUPPLY STORES	4360.2	5014.8	6143.0	1128.2	22.5%
V331	DRUG STORES	79390.2	77583.0	93916.5	16333.5	21.1%
V311	CLOTHING STORES	116488.6	121151.5	143583.6	22432.1	18.5%
V293	EDUCATION SERVICES	98804.0	112062.9	131862.2	19799.3	17.7%
V349	MISCELLANEOUS HOUSEHOLD STORES	14077.4	14531.1	17080.5	2549.4	17.5%
V344	FURNITURE STORES	218680.1	237920.8	278184.8	40264.0	16.9%
V249	PERSONAL SERVICES, MISCELLANEOUS	31089.2	48808.9	57020.6	8211.7	16.8%
V291	DRY CLEANERS & LAUNDRIES	1194.6	1323.3	1520.6	197.3	14.9%
V343	DRAPERY & INTERIOR DECORATING SERVICES	2137.4	1179.7	1353.4	173.7	14.7%
V423	RADIO & TV STATIONS & CABLE TV	152517.7	160351.1	182803.7	22452.6	14.0%
V233	MOVIES	176968.5	185989.1	210823.9	24834.8	13.4%
V392	JEWELRY & METAL EXCHANGE STORES	22980.4	22713.4	25745.3	3031.9	13.3%
V231	AMUSEMENTS & ENTERTAINMENT	120550.5	127779.2	143942.1	16162.9	12.6%
V262	MEDICAL & DENTAL SERVICES	130462.4	130277.4	144771.5	14494.1	11.1%
V292	FUNERAL HOMES & SERVICES	4472.1	4521.5	4990.5	469.0	10.4%
V341	APPLIANCE STORES & REPAIR	143793.2	138909.7	152788.8	13879.1	10.0%
V251	GAS, ELECTRIC, & WATER COMPANIES	46324.5	45854.3	50429.5	4575.2	10.0%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORES	3798.6	2648.6	2908.4	259.8	9.8%
V422	NEWSPAPERS	37587.3	33858.0	37154.9	3296.9	9.7%
V221	REALTORS & REAL ESTATE DEVELOPERS	32463.9	30690.7	33643.1	2952.4	9.6%

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V345	HOME CENTERS & HARDWARE STORES	97309.1	98391.7	106275.2	7883.5	8.0%
V334	DAIRY STORES	13360.3	10903.1	11721.6	818.5	7.5%
V322	SHOPPING CENTERS & ASSOCIATIONS	22363.0	24361.3	26009.7	1648.4	6.8%
V121	AUTO SUPPLY & ACCESSORY STORES	44625.3	37666.2	39734.7	2068.5	5.5%
V232	HOTELS & RESORTS, U.S.	71341.4	78416.5	82412.8	3996.3	5.1%
V413	FEED & SEED DEALERS	922.6	1480.7	1544.2	63.5	4.3%
V234	RESTAURANTS & DRIVE-INS	800438.7	803967.6	838256.8	34289.2	4.3%
V239	LEISURE TIME ACTIVITIES & SERVICES, MISC.	124225.1	129312.8	134499.6	5186.8	4.0%
V319	APPAREL STORES, MISCELLANEOUS	2848.5	2679.6	2773.6	94.0	3.5%
V237	TRAVEL AND TOUR AGENCIES	8664.1	8044.8	8315.4	270.6	3.4%
V211	BANKS, SAVINGS & LOAN ASSNS	202214.6	191402.3	197298.9	5896.6	3.1%
V241	BEAUTY SHOPS & SUPPLIES	19381.2	24993.4	25682.4	689.0	2.8%
V223	BUILDERS & HOME IMPROVEMENT CONTRACTORS	30698.8	26471.8	27172.1	700.3	2.6%
V395	GIFT & BOOK STORES	9401.3	9341.5	9515.4	173.9	1.9%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	5132.4	3225.5	3278.9	53.4	1.7%
V324	DISCOUNT DEPARTMENT STORES	122656.3	115457.7	117115.8	1658.1	1.4%
V235	SPORT, HOBBY & TOY STORES	42597.9	46886.6	47397.2	510.6	1.1%
V313	SHOE STORES	47347.4	43723.8	44006.6	282.8	0.6%
V332	FOOD STORES & SUPERMARKETS	346275.9	339045.1	341197.3	2152.2	0.6%
V228	PLUMBING, HEATING & AIR COND CONTRACTORS	6810.7	7049.4	7088.4	39.0	0.6%
V140	CAMPER & RECREATIONAL VEHICLE DEALERS	8110.5	7909.9	7947.3	37.4	0.5%
V391	FLORISTS	2889.6	2113.4	2122.5	9.1	0.4%
V224	POOL CONTRACTORS, SUPPLIES & SERVICES	6405.7	7825.3	7842.4	17.1	0.2%
V323	VARIETY STORES	8143.3	5633.3	5629.0	-4.3	-0.1%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	15889.3	11228.5	11123.0	-105.5	-0.9%
V397	LUGGAGE & LEATHER SHOPS	729.3	549.9	543.3	-6.6	-1.2%
V342	CARPET & FLOOR COVERING STORES	51538.7	51803.8	51038.8	-765.0	-1.5%
V429	MISC. LOCAL MEDIA & ADVERTISING SERVICES	2910.8	1577.8	1550.9	-26.9	-1.7%
V335	MEAT, FISH & POULTRY STORES	3204.5	2905.3	2846.0	-59.3	-2.0%
V263	OPTICAL SERVICES & SUPPLIES	73919.1	80095.8	77392.7	-2703.1	-3.4%
V122	AUTO REPAIR & SERVICE STATIONS	87250.4	92513.8	88743.3	-3770.5	-4.1%
V333	BAKE SHOPS	12061.3	11521.1	10917.4	-603.7	-5.2%
V226	UPHOLSTERY & REUPHOLSTERY	838.2	713.3	674.1	-39.2	-5.5%
V393	MUSIC STORES	12659.4	9276.3	8675.7	-600.6	-6.5%
V254	TRANSIT & TRANSPORTATION	4596.4	4811.6	4335.1	-476.5	-9.9%
V162	TRUCK RENTALS & LEASING	24.0	51.3	45.6	-5.7	-11.1%
V222	EXTERMINATORS	11811.4	10234.8	9096.2	-1138.6	-11.1%
V346	FABRIC & SEWING MACHINE STORES	1854.4	2050.2	1816.8	-233.4	-11.4%
V312	FUR SALONS	11181.1	9633.4	8344.7	-1288.7	-13.4%
V294	RENTAL SERVICES	38868.8	36090.0	31044.6	-5045.4	-14.0%

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 1989 VS. 1988

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V111	AUTO & TRUCK DEALER SALES	371410.7	379766.4	321401.9	-58364.5	-15.4%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1861.4	2078.5	1752.5	-326.0	-15.7%
V265	HEARING AID CENTERS	1019.7	2390.0	1996.0	-394.0	-16.5%
V213	FINANCIAL PLANNING SERVICES	35679.4	29712.2	24355.5	-5356.7	-18.0%
V161	AUTO RENTALS & LEASING	4799.9	3269.9	2625.7	-644.2	-19.7%
V236	MARINE SUPPLIES & SERVICES	5263.5	5174.2	4058.7	-1115.5	-21.6%
V217	COMPUTER SALES & REPAIR SERVICES	4301.8	5432.5	3799.8	-1632.7	-30.1%
V212	INSURANCE AGENCIES	14347.9	24469.1	16951.0	-7518.1	-30.7%
V430	AVIATION SALES & SERVICES	305.0	409.4	279.0	-130.4	-31.9%
V412	LIVESTOCK SALES & SERVICES	104.3	141.2	90.2	-51.0	-36.1%
V264	CONVALESCENT & RETIREMENT HOMES	929.0	767.5	490.1	-277.4	-36.1%
V216	EMPLOYMENT AGENCIES	3941.3	4717.9	2984.8	-1733.1	-36.7%
V411	FARM IMPLEMENT DEALERS & SERVICES	1815.9	1189.2	740.8	-448.4	-37.7%
V440	AUCTIONEERS & AUCTION HOUSES	533.9	1005.0	620.1	-384.9	-38.3%
V227	MOVING & STORAGE	6201.3	4106.8	2508.8	-1598.0	-38.9%
V414	FARM CO-OPS & BUREAUS	698.0	503.0	285.0	-218.0	-43.3%
V130	MOBILE HOME DEALERS, SERVICES & SITES	8590.1	8408.4	4443.9	-3964.5	-47.1%
V490	MISCELLANEOUS (INCL. POLITICAL)	37378.7	163190.7	61276.6	-101914.1	-62.5%
	TOTALS:	4676979.1	4848114.9	5076006.2	227891.3	4.7%

SOURCE : TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS

LOCAL ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 1989 VS. 1989

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V111	AUTO & TRUCK DEALER SALES	371,410.7	379,766.4	321,401.9	(58,364.5)	-15.4%
V121	AUTO SUPPLY & ACCESSORY STORES	44,625.3	37,666.2	39,734.7	2,068.5	5.5%
V122	AUTO REPAIR & SERVICE STATIONS	87,250.4	92,513.8	88,743.3	(3,770.5)	-4.1%
V130	MOBILE HOME DEALERS, SERVICES & SITES	8,590.1	8,408.4	4,443.9	(3,964.5)	-47.1%
V140	CAMPER & RECREATIONAL VEHICLE DEALERS	8,110.5	7,909.9	7,947.3	37.4	0.5%
V150	MOTORCYCLE DEALERS	2,807.7	1,080.9	1,373.2	292.3	27.0%
V161	AUTO RENTALS & LEASING	4,799.9	3,269.9	2,625.7	(644.2)	-19.7%
V162	TRUCK RENTALS & LEASING	24.0	51.3	45.6	(5.7)	-11.1%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	5,132.4	3,225.5	3,278.9	53.4	1.7%
V211	BANKS, SAVINGS & LOAN ASSNS	202,214.6	191,402.3	197,298.9	5,896.6	3.1%
V212	INSURANCE AGENCIES	14,347.9	24,469.1	16,951.0	(7,518.1)	-30.7%
V213	FINANCIAL PLANNING SERVICES	35,679.4	29,712.2	24,355.5	(5,356.7)	-18.0%
V214	LOAN & MORTGAGE COMPANIES	23,011.2	23,253.5	30,411.0	7,157.5	30.8%
V215	OFFICE EQUIPMENT & SUPPLY STORES	4,360.2	5,014.8	6,143.0	1,128.2	22.5%
V216	EMPLOYMENT AGENCIES	3,941.3	4,717.9	2,984.8	(1,733.1)	-36.7%
V217	COMPUTER SALES & REPAIR SERVICES	4,301.8	5,432.5	3,799.8	(1,632.7)	-30.1%
V219	BUSINESS SERVICES, MISCELLANEOUS	5,624.6	11,569.8	17,052.1	5,482.3	47.4%
V221	REALTORS & REAL ESTATE DEVELOPERS	32,463.9	30,690.7	33,643.1	2,952.4	9.6%
V222	EXTERMINATORS	11,811.4	10,234.8	9,096.2	(1,138.6)	-11.1%
V223	BUILDERS & HOME IMPROVEMENT CONTRACTORS	30,698.8	26,471.8	27,172.1	700.3	2.6%
V224	POOL CONTRACTORS, SUPPLIES & SERVICES	6,405.7	7,825.3	7,842.4	17.1	0.2%
V225	NURSERIES, LAWN CARE SUPPLIES & SERVICE	6,480.6	5,132.7	7,706.9	2,574.2	50.2%
V226	UPHOLSTERY & REUPHOLSTERY	838.2	713.3	674.1	(39.2)	-5.5%
V227	MOVING & STORAGE	6,201.3	4,106.8	2,508.8	(1,598.0)	-38.9%
V228	PLUMBING, HEATING & AIR COND CONTRACTORS	6,810.7	7,049.4	7,088.4	39.0	0.6%
V229	HOUSEHOLD SERVICES, MISCELLANEOUS	6,467.5	3,117.5	5,521.8	2,404.3	77.1%
V231	AMUSEMENTS & ENTERTAINMENT	120,550.5	127,779.2	143,942.1	16,162.9	12.6%
V232	HOTELS & RESORTS, U.S.	71,341.4	78,416.5	82,412.8	3,996.3	5.1%
V233	MOVIES	176,968.5	185,969.1	210,823.9	24,834.8	13.4%
V234	RESTAURANTS & DRIVE-INS	800,438.7	803,967.6	838,256.8	34,289.2	4.3%
V235	SPORT, HOBBY & TOY STORES	42,597.9	46,886.6	47,397.2	510.6	1.1%
V236	MARINE SUPPLIES & SERVICES	5,263.5	5,174.2	4,058.7	(1,115.5)	-21.6%
V237	TRAVEL AND TOUR AGENCIES	8,664.1	8,044.8	8,315.4	270.6	3.4%
V239	LEISURE TIME ACTIVITIES & SERVICES, MISC.	124,225.1	129,312.8	134,499.6	5,186.8	4.0%
V241	BEAUTY SHOPS & SUPPLIES	19,381.2	24,993.4	25,682.4	689.0	2.8%
V242	LEGAL SERVICES	59,015.9	63,949.0	82,291.8	18,342.8	28.7%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	410.7	255.2	400.9	145.7	57.1%
V248	DATA MATCH SERVICES	4,445.3	3,462.0	5,195.3	1,733.3	50.1%
V249	PERSONAL SERVICES, MISCELLANEOUS	31,089.2	48,808.9	57,020.6	8,211.7	16.8%
V251	GAS, ELECTRIC, & WATER COMPANIES	46,324.5	45,854.3	50,429.5	4,575.2	10.0%

LOCAL ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 1989 VS. 1989

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V253	FUEL SUPPLY DEALERS	1,379.7	1,185.5	1,578.2	392.7	33.1%
V254	TRANSIT & TRANSPORTATION	4,596.4	4,811.6	4,335.1	(476.5)	-9.9%
V261	HEALTH CLUBS & REDUCING SALONS	52,046.5	61,895.5	93,648.1	31,752.6	51.3%
V262	MEDICAL & DENTAL SERVICES	130,462.4	130,277.4	144,771.5	14,494.1	11.1%
V263	OPTICAL SERVICES & SUPPLIES	73,919.1	80,095.8	77,392.7	(2,703.1)	-3.4%
V264	CONVALESCENT & RETIREMENT HOMES	929.0	767.5	490.1	(277.4)	-36.1%
V265	HEARING AID CENTERS	1,019.7	2,390.0	1,996.0	(394.0)	-16.5%
V266	MISC. MEDICAL & HEALTH SUPPLY DEALERS	996.7	993.4	1,451.3	457.9	46.1%
V291	DRY CLEANERS & LAUNDRIES	1,194.6	1,323.3	1,520.6	197.3	14.9%
V292	FUNERAL HOMES & SERVICES	4,472.1	4,521.5	4,990.5	469.0	10.4%
V293	EDUCATION SERVICES	98,804.0	112,062.9	131,862.2	19,799.3	17.7%
V294	RENTAL SERVICES	38,868.8	36,090.0	31,044.6	(5,045.4)	-14.0%
V311	CLOTHING STORES	116,488.6	121,151.5	143,583.6	22,432.1	18.5%
V312	FUR SALONS	11,181.1	9,633.4	8,344.7	(1,288.7)	-13.4%
V313	SHOE STORES	47,347.4	43,723.8	44,006.6	282.8	0.6%
V319	APPAREL STORES, MISCELLANEOUS	2,848.5	2,679.6	2,773.6	94.0	3.5%
V321	DEPARTMENT STORES	168,471.3	150,283.5	213,098.9	62,815.4	41.8%
V322	SHOPPING CENTERS & ASSOCIATIONS	22,363.0	24,361.3	26,009.7	1,648.4	6.8%
V323	VARIETY STORES	8,143.3	5,633.3	5,629.0	(4.3)	-0.1%
V324	DISCOUNT DEPARTMENT STORES	122,656.3	115,457.7	117,115.8	1,658.1	1.4%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	15,889.3	11,228.5	11,123.0	(105.5)	-0.9%
V331	DRUG STORES	79,390.2	77,583.0	93,916.5	16,333.5	21.1%
V332	FOOD STORES & SUPERMARKETS	346,275.9	339,045.1	341,197.3	2,152.2	0.6%
V333	BAKE SHOPS	12,061.3	11,521.1	10,917.4	(603.7)	-5.2%
V334	DAIRY STORES	13,360.3	10,903.1	11,721.6	818.5	7.5%
V335	MEAT, FISH & POULTRY STORES	3,204.5	2,905.3	2,846.0	(59.3)	-2.0%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORES	3,798.6	2,648.6	2,908.4	259.8	9.8%
V339	MISCELLANEOUS FOOD DEALERS	4,057.3	3,638.6	4,514.7	876.1	24.1%
V341	APPLIANCE STORES & REPAIR	143,793.2	138,909.7	152,788.8	13,879.1	10.0%
V342	CARPET & FLOOR COVERING STORES	51,538.7	51,803.8	51,038.8	(765.0)	-1.5%
V343	DRAPERY & INTERIOR DECORATING SERVICES	2,137.4	1,179.7	1,353.4	173.7	14.7%
V344	FURNITURE STORES	218,680.1	237,920.8	278,184.8	40,264.0	16.9%
V345	HOME CENTERS & HARDWARE STORES	97,309.1	98,391.7	106,275.2	7,883.5	8.0%
V346	FABRIC & SEWING MACHINE STORES	1,854.4	2,050.2	1,816.8	(233.4)	-11.4%
V347	LIGHTING & LIGHT FIXTURE STORES	3,685.3	3,655.0	5,619.8	1,964.8	53.8%
V349	MISCELLANEOUS HOUSEHOLD STORES	14,077.4	14,531.1	17,080.5	2,549.4	17.5%
V391	FLORISTS	2,889.6	2,113.4	2,122.5	9.1	0.4%
V392	JEWELRY & METAL EXCHANGE STORES	22,980.4	22,713.4	25,745.3	3,031.9	13.3%
V393	MUSIC STORES	12,659.4	9,276.3	8,675.7	(600.6)	-6.5%
V394	PETS, PET SUPPLIES & SERVICES	2,328.2	2,024.3	2,683.1	658.8	32.5%

LOCAL ADVERTISING CATEGORIES RANKED BY CODE NUMBERS, 1989 VS. 1989

CODE#	CATEGORY	1987 YEAR -(000)-	1988 YEAR -(000)-	1989 YEAR -(000)-	$ CHANGE 1988-1989 -(000)-	% CHANGE 1988-1989
V395	GIFT & BOOK STORES	9,401.3	9,341.5	9,515.4	173.9	1.9%
V396	TOBACCO SHOPS	122.4	83.6	115.7	32.1	38.4%
V397	LUGGAGE & LEATHER SHOPS	729.3	549.9	543.3	(6.6)	-1.2%
V399	MISCELLANEOUS RETAIL & LOCAL STORES	20,586.2	17,751.9	24,018.0	6,266.1	35.3%
V411	FARM IMPLEMENT DEALERS & SERVICES	1,815.9	1,189.2	740.8	(448.4)	-37.7%
V412	LIVESTOCK SALES & SERVICES	104.3	141.2	90.2	(51.0)	-36.1%
V413	FEED & SEED DEALERS	922.6	1,480.7	1,544.2	63.5	4.3%
V414	FARM CO-OPS & BUREAUS	698.0	503.0	285.0	(218.0)	-43.3%
V415	EQUESTRIAN STORES & SERVICES	31.0	30.9	119.1	88.2	285.4%
V416	AGRICULTURAL SALES & SERVICES MISCELLANEO	2,429.2	1,608.4	2,064.9	456.5	28.4%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1,861.4	2,078.5	1,752.5	(326.0)	-15.7%
V422	NEWSPAPERS	37,587.3	33,858.0	37,154.9	3,296.9	9.7%
V423	RADIO & TV STATIONS & CABLE TV	152,517.7	160,351.1	182,803.7	22,452.6	14.0%
V429	MISC. LOCAL MEDIA & ADVERTISING SERVICES	2,910.8	1,577.8	1,550.9	(26.9)	-1.7%
V430	AVIATION SALES & SERVICES	305.0	409.4	279.0	(130.4)	-31.9%
V440	AUCTIONEERS & AUCTION HOUSES	533.9	1,005.0	620.1	(384.9)	-38.3%
V490	MISCELLANEOUS (INCL. POLITICAL)	37,378.7	163,190.7	61,276.6	(101,914.1)	-62.5%
V510	INDUSTRIAL & MANUFACTURING SERVICES	1,758.4	1,882.6	2,788.1	905.5	48.1%
	TOTALS:	4,676,979.1	4,848,114.9	5,076,006.2	227,891.3	4.7%

SOURCE : TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS

A9055-84 10/90

TVB

A RESEARCH TREND REPORT

TRENDS
IN LOCAL TV CATEGORIES
Jan.-June 1990

Prepared by the TVB Research Department

9/90

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

Highlights

* Big categories ($15 Million +) with big percent gains:

	(000)		
	6 mos. 1989	6 mos. 1990	% Increase
1. Personal Services, Misc.	$24,277.8	$39,073.3	37.9%
2. Health Clubs & Reducing Salons	45,056.1	62,156.3	27.5%
3. Loan & Mortgage Companies	14,149.5	18,999.3	25.5%
4. Financial Planning Services	16,879.6	21,569.1	21.7%
5. Legal Services	39,856.2	48,415.6	17.7%

* Smaller categories with big percent gains:

	(000)		
	6 mos. 1989	6 mos. 1990	% Increase
1. Moving & Storage	$1,188.3	$3,341.6	64.4%
2. Household Services, Misc.	2,391.6	5,059.8	52.7%
3. Pets, Pet Supplies & Services	1,444.5	2,223.2	48.5%
4. Music Stores	2,772.7	4,179.9	33.7%
5. Transit & Transportation (Local)	2,015.1	2,606.0	22.7%

* Categories with the biggest dollar gains:

	(000)		
	6 mos. 1989	6 mos. 1990	$ Increase
1. Health Clubs & Reducing Salons	$45,056.1	$62,156.3	$17,100.2
2. Personal Services, Misc.	24,277.8	39,073.3	14,795.5
3. Leisure Time Activities	69,326.7	80,505.8	11,179.1
4. Legal Services	39,856.2	48,415.6	8,559.4
5. Restaurants & Drive Ins	397,444.4	405,544.9	8,100.5

The following pages present all the Local Categories three ways:

1. Ranked by dollar change.
2. Ranked by percent change.
3. By code number.

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V490	MISCELLANEOUS (INCL. POLITICAL)	32,433.0	23,173.3	43,284.9	20,111.6	46.5%
V261	HEALTH CLUBS & REDUCING SALONS	31,479.4	45,056.1	62,156.3	17,100.2	27.5%
V249	PERSONAL SERVICES, MISCELLANEOUS	23,103.7	24,277.8	39,073.3	14,795.5	37.9%
V239	LEISURE TIME ACTIVITIES & SERVICES, MISC.	69,813.4	69,326.7	80,505.8	11,179.1	13.9%
V242	LEGAL SERVICES	32,673.7	39,856.2	48,415.6	8,559.4	17.7%
V234	RESTAURANTS & DRIVE-INS	383,236.7	397,444.4	405,544.9	8,100.5	2.0%
V341	APPLIANCE STORES & REPAIR	56,387.3	61,654.0	68,027.1	6,373.1	9.4%
V262	MEDICAL & DENTAL SERVICES	66,085.9	71,924.8	78,227.4	6,302.6	8.1%
V263	OPTICAL SERVICES & SUPPLIES	41,473.7	37,004.8	42,535.7	5,530.9	13.0%
V214	LOAN & MORTGAGE COMPANIES	11,085.1	14,149.5	18,999.3	4,849.8	25.5%
V231	AMUSEMENTS & ENTERTAINMENT	64,038.3	69,558.2	74,400.8	4,842.6	6.5%
V213	FINANCIAL PLANNING SERVICES	19,299.5	16,879.6	21,569.1	4,689.5	21.7%
V344	FURNITURE STORES	110,181.2	129,054.0	132,018.0	2,964.0	2.2%
V219	BUSINESS SERVICES, MISCELLANEOUS	2,935.6	7,648.0	10,365.1	2,717.1	26.2%
V229	HOUSEHOLD SERVICES, MISC	1,652.3	2,391.6	5,059.8	2,668.2	52.7%
V345	HOME CENTERS & HARDWARE STORE	52,477.8	54,636.3	57,259.4	2,623.1	4.6%
V227	MOVING & STORAGE	2,504.6	1,188.3	3,341.6	2,153.3	54.4%
V223	BUILDERS & HOME IMPROVEMENT CONTRACTORS	14,105.8	14,263.3	16,413.7	2,150.4	13.1%
V414	FARM CO-OPS & BUREAUS	217.3	208.4	2,070.0	1,861.6	89.9%
V212	INSURANCE AGENCIES	11,897.7	7,942.2	9,789.7	1,847.5	18.9%
V233	MOVIES	85,257.3	101,140.1	102,776.0	1,635.9	1.6%
V393	MUSIC STORES	2,618.9	2,772.7	4,179.9	1,407.2	33.7%
V332	FOOD STORES & SUPERMARKETS	160,166.7	166,772.5	168,135.7	1,363.2	0.8%
V394	PETS, PET SUPPLIES & SERVICES	914.7	1,144.5	2,223.2	1,078.7	48.5%
V311	CLOTHING STORES	46,099.5	55,139.2	56,090.2	951.0	1.7%
V334	DAIRY STORES	5,674.1	5,236.3	6,051.9	815.6	13.5%
V349	MISCELLANEOUS HOUSEHOLD STORES	6,494.6	7,794.5	8,578.1	783.6	9.1%
V322	SHOPPING CENTERS & ASSOCIATIONS	6,635.6	6,471.5	7,188.4	716.9	10.0%
V122	AUTO REPAIR & SERVICE STATIONS	48,359.8	47,901.2	48,504.5	603.3	1.2%
V254	TRANSIT & TRANSPORTATION (LOCAL)	2,554.4	2,015.1	2,606.0	590.9	22.7%
V292	FUNERAL HOMES & SERVICES	2,376.0	2,284.9	2,799.1	514.2	18.4%
V399	MISC RETAIL & LOCAL STORES	7,053.6	7,978.3	8,467.2	488.9	5.8%
V215	OFFICE EQUIPMENT & SUPPLY STORES	2,335.9	2,275.5	2,738.8	463.3	16.9%
V248	DATA MATCH SERVICES	1,612.4	2,389.5	2,771.9	382.4	13.8%
V346	FABRIC & SEWING MACHINE STORES	788.4	964.3	1,322.2	357.9	27.1%
V343	DRAPERY & INTERIOR DECORATING SERVICES	671.1	639.0	917.2	278.2	30.3%
V222	EXTERMINATORS	6,337.6	6,014.2	6,270.9	256.7	4.1%
V395	GIFT & BOOK STORES	2,212.3	1,421.5	1,676.1	254.6	15.2%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	1,495.9	2,062.0	2,248.4	186.4	8.3%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	2,436.2	1,129.6	1,314.9	185.3	14.1%

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V510	INDUSTRIAL & MANUFACTURING SERVICES	602.7	1,242.5	1,411.9	169.4	12.0%
V335	MEAT, FISH & POULTRY STORES	1,430.0	1,176.4	1,337.0	160.6	12.0%
V331	DRUG STORES	33,878.9	43,811.6	43,967.8	156.2	0.4%
V253	FUEL SUPPLY DEALERS	461.7	625.8	769.3	143.5	18.7%
V224	POOL CONTRACTORS, SUPPLIES & SERVICE	4,567.5	4,222.1	4,351.3	129.2	3.0%
V429	MISC LOCAL MEDIA & ADVERTISING SERVICES	792.3	847.0	946.7	99.7	10.5%
V412	LIVESTOCK SALES & SERVICES	100.8	47.2	137.2	90.0	65.6%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	113.0	127.6	173.6	46.0	26.5%
V416	AGRICULTURAL SALES & SERVICES, MISC.	650.6	741.0	777.2	36.2	4.7%
V440	AUCTIONEERS & AUCTION HOUSES	405.6	237.1	268.6	31.5	11.7%
V266	MISC MEDICAL & HEALTH SUPPLY DEALERS	474.3	659.8	688.1	28.3	4.1%
V264	CONVALESCENT & RETIREMENT HOMES	448.9	298.7	325.4	26.7	8.2%
V430	AVIATION SALES & SERVICES	200.5	141.4	160.6	19.2	12.0%
V396	TOBACCO SHOPS	12.0	1.2	0.0	(1.2)	-100.0%
V415	EQUESTRIAN STORES & SERVICES	9.5	26.0	19.2	(6.8)	-35.4%
V392	JEWELRY & METAL EXCHANGE STORES	6,467.6	6,327.2	6,320.0	(7.2)	-0.1%
V162	TRUCK RENTALS & LEASING	17.2	34.7	13.3	(21.4)	-160.9%
V397	LUGGAGE & LEATHER SHOPS	236.0	191.5	147.3	(44.2)	-30.0%
V226	UPHOLSTERY & REUPHOLSTERY	398.5	340.7	291.5	(49.2)	-16.9%
V312	FUR SALONS	3,185.6	2,472.3	2,413.9	(58.4)	-2.4%
V140	CAMPER & RECREATIONAL VEHICLE DEALERS	4,198.7	4,560.6	4,493.1	(67.5)	-1.5%
V217	COMPUTER SALES & REPAIR SERVICES	1,408.9	1,206.4	1,128.7	(77.7)	-6.9%
V319	APPAREL STORES, MISCELLANEOUS	1,329.2	1,423.8	1,328.0	(95.8)	-7.2%
V323	VARIETY STORES	2,974.2	1,884.0	1,719.8	(164.2)	-9.5%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1,324.6	1,190.6	1,022.0	(168.6)	-16.5%
V291	DRY CLEANERS & LAUNDRIES	702.7	850.2	651.4	(198.8)	-30.5%
V216	EMPLOYMENT AGENCIES	3,080.9	1,580.5	1,378.5	(202.0)	-14.7%
V294	RENTAL SERVICES	18,715.1	15,092.5	14,838.8	(253.7)	-1.7%
V265	HEARING AID CENTERS	1,089.7	1,029.3	752.9	(276.4)	-36.7%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORES	634.7	825.8	543.4	(282.4)	-52.0%
V150	MOTORCYCLE DEALERS & SERVICES	696.2	974.0	666.7	(307.3)	-46.1%
V413	FEED & SEED DEALERS	847.0	1,115.0	799.1	(315.9)	-39.5%
V391	FLORISTS	877.3	1,108.8	778.0	(330.8)	-42.5%
V411	FARM IMPLEMENT DEALERS & SERVICES	789.4	545.6	213.7	(331.9)	-155.3%
V339	MISCELLANEOUS FOOD DEALERS	978.3	1,971.4	1,605.5	(365.9)	-22.8%
V228	HEATING, PLUMBING & AIR COND CONTRACTORS	3,904.2	3,824.8	3,430.9	(393.9)	-11.5%
V241	BEAUTY SHOPS & SUPPLIES	13,205.5	13,084.2	12,625.0	(459.2)	-3.6%
V130	MOBILE HOME DEALERS, SERVICES, & SITES	4,408.4	2,510.4	1,974.7	(535.7)	-27.1%
V347	LIGHTING & LIGHT FIXTURE STORES	1,388.7	2,513.9	1,845.5	(668.4)	-36.2%
V333	BAKE SHOPS	6,050.0	5,562.5	4,565.2	(997.3)	-21.9%

LOCAL ADVERTISING CATEGORIES RANKED BY CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V237	TRAVEL & TOUR AGENCIES	5,691.6	4,490.9	3,357.5	(1,133.4)	-33.8%
V342	CARPET & FLOOR COVERING STORES	25,832.3	24,521.4	23,363.3	(1,158.1)	-5.0%
V236	MARINE SUPPLIES & SERVICES	3,656.3	2,905.3	1,734.8	(1,170.5)	-67.5%
V324	DISCOUNT DEPARTMENT STORES	47,067.0	39,308.2	38,025.6	(1,282.6)	-3.4%
V121	AUTO SUPPLY & ACCESSORY STORES	19,956.8	20,580.8	19,231.6	(1,349.2)	-7.0%
V161	AUTO RENTALS & LEASING	1,839.7	1,989.2	575.2	(1,414.0)	-245.8%
V235	SPORT, HOBBY & TOY STORES	11,092.4	12,086.8	10,509.1	(1,577.7)	-15.0%
V232	HOTELS & RESORTS, U.S.	51,576.5	56,385.4	54,487.7	(1,897.7)	-3.5%
V251	GAS, ELECTRIC, & WATER COMPANIES	20,069.4	21,911.5	19,771.0	(2,140.5)	-10.8%
V225	NURSERIES, LAWN CARE SUPPLIES & SERVICE	3,752.1	5,514.1	3,217.6	(2,296.5)	-71.4%
V221	REALTORS & REAL ESTATE DEVELOPERS	17,512.3	20,197.2	17,373.0	(2,824.2)	-16.3%
V422	NEWSPAPERS	18,476.1	18,924.6	15,512.4	(3,412.2)	-22.0%
V293	LOCAL EDUCATION SERVICES	53,748.6	63,540.5	57,270.0	(6,270.5)	-10.9%
V313	SHOE STORES	19,539.0	22,560.8	14,084.8	(8,476.0)	-60.2%
V321	DEPARTMENT STORES	53,978.2	80,830.3	69,346.9	(11,483.4)	-16.6%
V423	RADIO & TV STATIONS & CABLE TV	94,060.2	106,109.6	94,240.5	(11,869.1)	-12.6%
V211	BANKS, SAVINGS & LOAN ASSNS	99,474.0	110,173.1	89,984.9	(20,188.2)	-22.4%
V111	AUTO & TRUCK DEALER SALES	191,294.3	174,001.0	143,889.5	(30,111.5)	-20.9%
	TOTAL:	2,280,872.2	2,423,630.7	2,452,764.3	29,133.6	1.2%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS.

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V414	FARM CO-OPS & BUREAUS	217.3	208.4	2,070.0	1,861.6	89.9%
V412	LIVESTOCK SALES & SERVICES	100.8	47.2	137.2	90.0	65.6%
V227	MOVING & STORAGE	2,504.6	1,188.3	3,341.6	2,153.3	64.4%
V229	HOUSEHOLD SERVICES, MISC	1,652.3	2,391.6	5,059.8	2,668.2	52.7%
V394	PETS, PET SUPPLIES & SERVICES	914.7	1,144.5	2,223.2	1,078.7	48.5%
V490	MISCELLANEOUS (INCL. POLITICAL)	32,433.0	23,173.3	43,284.9	20,111.6	46.5%
V249	PERSONAL SERVICES, MISCELLANEOUS	23,103.7	24,277.8	39,073.3	14,795.5	37.9%
V393	MUSIC STORES	2,618.9	2,772.7	4,179.9	1,407.2	33.7%
V343	DRAPERY & INTERIOR DECORATING SERVICES	671.1	639.0	917.2	278.2	30.3%
V261	HEALTH CLUBS & REDUCING SALONS	31,479.4	45,056.1	62,156.3	17,100.2	27.5%
V346	FABRIC & SEWING MACHINE STORES	788.4	964.3	1,322.2	357.9	27.1%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	113.0	127.6	173.6	46.0	26.5%
V219	BUSINESS SERVICES, MISCELLANEOUS	2,935.6	7,648.0	10,365.1	2,717.1	26.2%
V214	LOAN & MORTGAGE COMPANIES	11,085.1	14,149.5	18,999.3	4,849.8	25.5%
V254	TRANSIT & TRANSPORTATION (LOCAL)	2,554.4	2,015.1	2,606.0	590.9	22.7%
V213	FINANCIAL PLANNING SERVICES	19,299.5	16,879.6	21,569.1	4,689.5	21.7%
V212	INSURANCE AGENCIES	11,897.7	7,942.2	9,789.7	1,847.5	18.9%
V253	FUEL SUPPLY DEALERS	461.7	625.8	769.3	143.5	18.7%
V292	FUNERAL HOMES & SERVICES	2,376.0	2,284.9	2,799.1	514.2	18.4%
V242	LEGAL SERVICES	32,673.7	39,856.2	48,415.6	8,559.4	17.7%
V215	OFFICE EQUIPMENT & SUPPLY STORES	2,335.9	2,275.5	2,738.8	463.3	16.9%
V395	GIFT & BOOK STORES	2,212.3	1,421.5	1,676.1	254.6	15.2%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	2,436.2	1,129.6	1,314.9	185.3	14.1%
V239	LEISURE TIME ACTIVITIES & SERVICES, MISC.	69,813.4	69,326.7	80,505.8	11,179.1	13.9%
V248	DATA MATCH SERVICES	1,612.4	2,389.5	2,771.9	382.4	13.8%
V334	DAIRY STORES	5,674.1	5,236.3	6,051.9	815.6	13.5%
V223	BUILDERS & HOME IMPROVEMENT CONTRACTORS	14,105.8	14,263.3	16,413.7	2,150.4	13.1%
V263	OPTICAL SERVICES & SUPPLIES	41,473.7	37,004.8	42,535.7	5,530.9	13.0%
V335	MEAT, FISH & POULTRY STORES	1,430.0	1,176.4	1,337.0	160.6	12.0%
V510	INDUSTRIAL & MANUFACTURING SERVICES	602.7	1,242.5	1,411.9	169.4	12.0%
V430	AVIATION SALES & SERVICES	200.5	141.4	160.6	19.2	12.0%
V440	AUCTIONEERS & AUCTION HOUSES	405.6	237.1	268.6	31.5	11.7%
V429	MISC LOCAL MEDIA & ADVERTISING SERVICES	792.3	847.0	946.7	99.7	10.5%
V322	SHOPPING CENTERS & ASSOCIATIONS	6,635.6	6,471.5	7,188.4	716.9	10.0%
V341	APPLIANCE STORES & REPAIR	56,387.3	61,654.0	68,027.1	6,373.1	9.4%
V349	MISCELLANEOUS HOUSEHOLD STORES	6,494.6	7,794.5	8,578.1	783.6	9.1%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	1,495.9	2,062.0	2,248.4	186.4	8.3%
V264	CONVALESCENT & RETIREMENT HOMES	448.9	298.7	325.4	26.7	8.2%
V262	MEDICAL & DENTAL SERVICES	66,085.9	71,924.8	78,227.4	6,302.6	8.1%
V231	AMUSEMENTS & ENTERTAINMENT	64,038.3	69,558.2	74,400.8	4,842.6	6.5%

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V399	MISC RETAIL & LOCAL STORES	7,053.6	7,978.3	8,467.2	488.9	5.8%
V416	AGRICULTURAL SALES & SERVICES, MISC.	650.6	741.0	777.2	36.2	4.7%
V345	HOME CENTERS & HARDWARE STORE	52,477.8	54,636.3	57,259.4	2,623.1	4.6%
V266	MISC MEDICAL & HEALTH SUPPLY DEALERS	474.3	659.8	688.1	28.3	4.1%
V222	EXTERMINATORS	6,337.6	6,014.2	6,270.9	256.7	4.1%
V224	POOL CONTRACTORS, SUPPLIES & SERVICE	4,567.5	4,222.1	4,351.3	129.2	3.0%
V344	FURNITURE STORES	110,181.2	129,054.0	132,018.0	2,964.0	2.2%
V234	RESTAURANTS & DRIVE-INS	383,236.7	397,444.4	405,544.9	8,100.5	2.0%
V311	CLOTHING STORES	46,099.5	55,139.2	56,090.2	951.0	1.7%
V233	MOVIES	85,257.3	101,140.1	102,776.0	1,635.9	1.6%
V122	AUTO REPAIR & SERVICE STATIONS	48,359.8	47,901.2	48,504.5	603.3	1.2%
V332	FOOD STORES & SUPERMARKETS	160,166.7	166,772.5	168,135.7	1,363.2	0.8%
V331	DRUG STORES	33,878.9	43,811.6	43,967.8	156.2	0.4%
V392	JEWELRY & METAL EXCHANGE STORES	6,467.6	6,327.2	6,320.0	(7.2)	-0.1%
V140	CAMPER & RECREATIONAL VEHICLE DEALERS	4,198.7	4,560.6	4,493.1	(67.5)	-1.5%
V294	RENTAL SERVICES	18,715.1	15,092.5	14,838.8	(253.7)	-1.7%
V312	FUR SALONS	3,185.6	2,472.3	2,413.9	(58.4)	-2.4%
V324	DISCOUNT DEPARTMENT STORES	47,067.0	39,308.2	38,025.6	(1,282.6)	-3.4%
V232	HOTELS & RESORTS, U.S.	51,576.5	56,385.4	54,487.7	(1,897.7)	-3.5%
V241	BEAUTY SHOPS & SUPPLIES	13,205.5	13,084.2	12,625.0	(459.2)	-3.6%
V342	CARPET & FLOOR COVERING STORES	25,832.3	24,521.4	23,363.3	(1,158.1)	-5.0%
V217	COMPUTER SALES & REPAIR SERVICES	1,408.9	1,206.4	1,128.7	(77.7)	-6.9%
V121	AUTO SUPPLY & ACCESSORY STORES	19,956.8	20,580.8	19,231.6	(1,349.2)	-7.0%
V319	APPAREL STORES, MISCELLANEOUS	1,329.2	1,423.8	1,328.0	(95.8)	-7.2%
V323	VARIETY STORES	2,974.2	1,884.0	1,719.8	(164.2)	-9.5%
V251	GAS, ELECTRIC, & WATER COMPANIES	20,069.4	21,911.5	19,771.0	(2,140.5)	-10.8%
V293	LOCAL EDUCATION SERVICES	53,748.6	63,540.5	57,270.0	(6,270.5)	-10.9%
V228	HEATING, PLUMBING & AIR COND CONTRACTORS	3,904.2	3,824.8	3,430.9	(393.9)	-11.5%
V423	RADIO & TV STATIONS & CABLE TV	94,080.2	106,109.6	94,240.5	(11,869.1)	-12.6%
V216	EMPLOYMENT AGENCIES	3,080.9	1,580.5	1,378.5	(202.0)	-14.7%
V235	SPORT, HOBBY & TOY STORES	11,092.4	12,086.8	10,509.1	(1,577.7)	-15.0%
V221	REALTORS & REAL ESTATE DEVELOPERS	17,512.3	20,197.2	17,373.0	(2,824.2)	-16.3%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1,324.6	1,190.6	1,022.0	(168.6)	-16.5%
V321	DEPARTMENT STORES	53,978.2	80,830.3	69,346.9	(11,483.4)	-16.6%
V226	UPHOLSTERY & REUPHOLSTERY	398.5	340.7	291.5	(49.2)	-16.9%
V111	AUTO & TRUCK DEALER SALES	191,294.3	174,001.0	143,889.5	(30,111.5)	-20.9%
V333	BAKE SHOPS	6,050.0	5,552.5	4,555.2	(997.3)	-21.9%
V422	NEWSPAPERS	18,476.1	18,924.6	15,512.4	(3,412.2)	-22.0%
V211	BANKS, SAVINGS & LOAN ASSNS	99,474.0	110,173.1	89,984.9	(20,188.2)	-22.4%
V339	MISCELLANEOUS FOOD DEALERS	978.3	1,971.4	1,605.5	(365.9)	-22.8%

LOCAL ADVERTISING CATEGORIES RANKED BY PERCENT CHANGE IN DOLLARS SPENT, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V130	MOBILE HOME DEALERS, SERVICES, & SITES	4,408.4	2,510.4	1,974.7	(535.7)	-27.1%
V397	LUGGAGE & LEATHER SHOPS	236.0	191.5	147.3	(44.2)	-30.0%
V291	DRY CLEANERS & LAUNDRIES	702.7	850.2	651.4	(198.8)	-30.5%
V237	TRAVEL & TOUR AGENCIES	5,691.6	4,490.9	3,357.5	(1,133.4)	-33.8%
V415	EQUESTRIAN STORES & SERVICES	9.5	26.0	19.2	(6.8)	-35.4%
V347	LIGHTING & LIGHT FIXTURE STORES	1,388.7	2,513.9	1,845.5	(668.4)	-36.2%
V265	HEARING AID CENTERS	1,089.7	1,029.3	752.9	(276.4)	-36.7%
V413	FEED & SEED DEALERS	847.0	1,115.0	799.1	(315.9)	-39.5%
V391	FLORISTS	877.3	1,108.8	778.0	(330.8)	-42.5%
V150	MOTORCYCLE DEALERS & SERVICES	696.2	974.0	666.7	(307.3)	-46.1%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORES	634.7	825.8	543.4	(282.4)	-52.0%
V313	SHOE STORES	19,539.0	22,560.8	14,084.8	(8,476.0)	-60.2%
V236	MARINE SUPPLIES & SERVICES	3,656.3	2,905.3	1,734.8	(1,170.5)	-67.5%
V225	NURSERIES, LAWN CARE SUPPLIES & SERVICE	3,752.1	5,514.1	3,217.6	(2,296.5)	-71.4%
V396	TOBACCO SHOPS	12.0	1.2	0.0	(1.2)	-100.0%
V411	FARM IMPLEMENT DEALERS & SERVICES	789.4	545.6	213.7	(331.9)	-155.3%
V162	TRUCK RENTALS & LEASING	17.2	34.7	13.3	(21.4)	-160.9%
V161	AUTO RENTALS & LEASING	1,839.7	1,989.2	575.2	(1,414.0)	-245.8%
	TOTAL:	2,280,872.2	2,423,630.7	2,452,764.3	29,133.6	1.2%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS.

LOCAL ADVERTISING CATEGORIES — BY CODE NUMBERS, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V111	AUTO & TRUCK DEALER SALES	191,294.3	174,001.0	143,889.5	(30,111.5)	-20.9%
V121	AUTO SUPPLY & ACCESSORY STORES	19,956.8	20,580.8	19,231.6	(1,349.2)	-7.0%
V122	AUTO REPAIR & SERVICE STATIONS	48,359.8	47,901.2	48,504.5	603.3	1.2%
V130	MOBILE HOME DEALERS, SERVICES, & SITES	4,408.4	2,510.4	1,974.7	(535.7)	-27.1%
V140	CAMPER & RECREATIONAL VEHICLE DEALERS	4,198.7	4,560.6	4,493.1	(67.5)	-1.5%
V150	MOTORCYCLE DEALERS & SERVICES	696.2	974.0	666.7	(307.3)	-46.1%
V161	AUTO RENTALS & LEASING	1,839.7	1,989.2	575.2	(1,414.0)	-245.8%
V162	TRUCK RENTALS & LEASING	17.2	34.7	13.3	(21.4)	-160.9%
V190	AUTOMOTIVE SERVICES, MISCELLANEOUS	1,495.9	2,062.0	2,248.4	186.4	8.3%
V211	BANKS, SAVINGS & LOAN ASSNS	99,474.0	110,173.1	89,984.9	(20,188.2)	-22.4%
V212	INSURANCE AGENCIES	11,897.7	7,942.2	9,789.7	1,847.5	18.9%
V213	FINANCIAL PLANNING SERVICES	19,299.5	16,879.6	21,569.1	4,689.5	21.7%
V214	LOAN & MORTGAGE COMPANIES	11,085.1	14,149.5	18,999.3	4,849.8	25.5%
V215	OFFICE EQUIPMENT & SUPPLY STORES	2,335.9	2,275.5	2,738.8	463.3	16.9%
V216	EMPLOYMENT AGENCIES	3,080.9	1,580.5	1,378.5	(202.0)	-14.7%
V217	COMPUTER SALES & REPAIR SERVICES	1,408.9	1,206.4	1,128.7	(77.7)	-6.9%
V219	BUSINESS SERVICES, MISCELLANEOUS	2,935.6	7,648.0	10,365.1	2,717.1	26.2%
V221	REALTORS & REAL ESTATE DEVELOPERS	17,512.3	20,197.2	17,373.0	(2,824.2)	-16.3%
V222	EXTERMINATORS	6,337.6	6,014.2	6,270.9	256.7	4.1%
V223	BUILDERS & HOME IMPROVEMENT CONTRACTORS	14,105.8	14,263.3	16,413.7	2,150.4	13.1%
V224	POOL CONTRACTORS, SUPPLIES & SERVICE	4,567.5	4,222.1	4,351.3	129.2	3.0%
V225	NURSERIES, LAWN CARE SUPPLIES & SERVICE	3,752.1	5,514.1	3,217.6	(2,296.5)	-71.4%
V226	UPHOLSTERY & REUPHOLSTERY	398.5	340.7	291.5	(49.2)	-16.9%
V227	MOVING & STORAGE	2,504.6	1,188.3	3,341.6	2,153.3	64.4%
V228	HEATING, PLUMBING & AIR COND CONTRACTORS	3,904.2	3,824.8	3,430.9	(393.9)	-11.5%
V229	HOUSEHOLD SERVICES, MISC	1,652.3	2,391.6	5,059.8	2,668.2	52.7%
V231	AMUSEMENTS & ENTERTAINMENT	64,038.3	69,558.2	74,400.8	4,842.6	6.5%
V232	HOTELS & RESORTS, U.S.	51,576.5	56,385.4	54,487.7	(1,897.7)	-3.5%
V233	MOVIES	85,257.3	101,140.1	102,776.0	1,635.9	1.6%
V234	RESTAURANTS & DRIVE-INS	383,236.7	397,444.4	405,544.9	8,100.5	2.0%
V235	SPORT, HOBBY & TOY STORES	11,092.4	12,086.8	10,509.1	(1,577.7)	-15.0%
V236	MARINE SUPPLIES & SERVICES	3,656.3	2,905.3	1,734.8	(1,170.5)	-67.5%
V237	TRAVEL & TOUR AGENCIES	5,691.6	4,490.9	3,357.5	(1,133.4)	-33.8%
V239	LEISURE TIME ACTIVITIES & SERVICES, MISC.	69,813.4	69,326.7	80,505.8	11,179.1	13.9%
V241	BEAUTY SHOPS & SUPPLIES	13,205.5	13,084.2	12,625.0	(459.2)	-3.6%
V242	LEGAL SERVICES	32,673.7	39,856.2	48,415.6	8,559.4	17.7%
V245	PHOTOGRAPHERS & PHOTO STUDIOS	113.0	127.6	173.6	46.0	26.5%
V248	DATA MATCH SERVICES	1,612.4	2,389.5	2,771.9	382.4	13.8%
V249	PERSONAL SERVICES, MISCELLANEOUS	23,103.7	24,277.8	39,073.3	14,795.5	37.9%
V251	GAS, ELECTRIC, & WATER COMPANIES	20,069.4	21,911.5	19,771.0	(2,140.5)	-10.8%

LOCAL ADVERTISING CATEGORIES — BY CODE NUMBERS, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V253	FUEL SUPPLY DEALERS	461.7	625.8	769.3	143.5	18.7%
V254	TRANSIT & TRANSPORTATION (LOCAL)	2,554.4	2,015.1	2,606.0	590.9	22.7%
V261	HEALTH CLUBS & REDUCING SALONS	31,479.4	45,056.1	62,156.3	17,100.2	27.5%
V262	MEDICAL & DENTAL SERVICES	66,085.9	71,924.8	78,227.4	6,302.6	8.1%
V263	OPTICAL SERVICES & SUPPLIES	41,473.7	37,004.8	42,535.7	5,530.9	13.0%
V264	CONVALESCENT & RETIREMENT HOMES	448.9	298.7	325.4	26.7	8.2%
V265	HEARING AID CENTERS	1,089.7	1,029.3	752.9	(276.4)	-36.7%
V266	MISC MEDICAL & HEALTH SUPPLY DEALERS	474.3	659.8	688.1	28.3	4.1%
V291	DRY CLEANERS & LAUNDRIES	702.7	850.2	651.4	(198.8)	-30.5%
V292	FUNERAL HOMES & SERVICES	2,376.0	2,284.9	2,799.1	514.2	18.4%
V293	LOCAL EDUCATION SERVICES	53,748.6	63,540.5	57,270.0	(6,270.5)	-10.9%
V294	RENTAL SERVICES	18,715.1	15,092.5	14,838.8	(253.7)	-1.7%
V311	CLOTHING STORES	46,099.5	55,139.2	56,090.2	951.0	1.7%
V312	FUR SALONS	3,185.6	2,472.3	2,413.9	(58.4)	-2.4%
V313	SHOE STORES	19,539.0	22,560.8	14,084.8	(8,476.0)	-60.2%
V319	APPAREL STORES, MISCELLANEOUS	1,329.2	1,423.8	1,328.0	(95.8)	-7.2%
V321	DEPARTMENT STORES	53,978.2	80,830.3	69,346.9	(11,483.4)	-16.6%
V322	SHOPPING CENTERS & ASSOCIATIONS	6,635.6	6,471.5	7,188.4	716.9	10.0%
V323	VARIETY STORES	2,974.2	1,884.0	1,719.8	(164.2)	-9.5%
V324	DISCOUNT DEPARTMENT STORES	47,067.0	39,308.2	38,025.6	(1,282.6)	-3.4%
V325	MAIL ORDER & CATALOGUE SHOWROOMS	2,436.2	1,129.6	1,314.9	185.3	14.1%
V331	DRUG STORES	33,878.9	43,811.6	43,967.8	156.2	0.4%
V332	FOOD STORES & SUPERMARKETS	160,166.7	166,772.5	168,135.7	1,363.2	0.8%
V333	BAKE SHOPS	6,050.0	5,552.5	4,555.2	(997.3)	-21.9%
V334	DAIRY STORES	5,674.1	5,236.3	6,051.9	815.6	13.5%
V335	MEAT, FISH & POULTRY STORES	1,430.0	1,176.4	1,337.0	160.6	12.0%
V336	BEVERAGE DISTRIBUTORS & LIQUOR STORES	634.7	825.8	543.4	(282.4)	-52.0%
V339	MISCELLANEOUS FOOD DEALERS	978.3	1,971.4	1,605.5	(365.9)	-22.8%
V341	APPLIANCE STORES & REPAIR	56,387.3	61,654.0	68,027.1	6,373.1	9.4%
V342	CARPET & FLOOR COVERING STORES	25,832.3	24,521.4	23,363.3	(1,158.1)	-5.0%
V343	DRAPERY & INTERIOR DECORATING SERVICES	671.1	639.0	917.2	278.2	30.3%
V344	FURNITURE STORES	110,181.2	129,054.0	132,018.0	2,964.0	2.2%
V345	HOME CENTERS & HARDWARE STORE	52,477.8	54,636.3	57,259.4	2,623.1	4.6%
V346	FABRIC & SEWING MACHINE STORES	788.4	964.3	1,322.2	357.9	27.1%
V347	LIGHTING & LIGHT FIXTURE STORES	1,388.7	2,513.9	1,845.5	(668.4)	-36.2%
V349	MISCELLANEOUS HOUSEHOLD STORES	6,494.6	7,794.5	8,578.1	783.6	9.1%
V391	FLORISTS	877.3	1,108.8	778.0	(330.8)	-42.5%
V392	JEWELRY & METAL EXCHANGE STORES	6,467.6	6,327.2	6,320.0	(7.2)	-0.1%
V393	MUSIC STORES	2,618.9	2,772.7	4,179.9	1,407.2	33.7%
V394	PETS, PET SUPPLIES & SERVICES	914.7	1,144.5	2,223.2	1,078.7	48.5%

LOCAL ADVERTISING CATEGORIES — BY CODE NUMBERS, 6 MOS. 1990 VS. 6 MOS. 1989

CODE #	CATEGORY	1988 6 MOS -(000)-	1989 6 MOS -(000)-	1990 6 MOS -(000)-	$ CHANGE 1989-1990 -(000)-	% CHANGE 1989-1990
V395	GIFT & BOOK STORES	2,212.3	1,421.5	1,676.1	254.6	15.2%
V396	TOBACCO SHOPS	12.0	1.2	0.0	(1.2)	-100.0%
V397	LUGGAGE & LEATHER SHOPS	236.0	191.5	147.3	(44.2)	-30.0%
V399	MISC RETAIL & LOCAL STORES	7,053.6	7,978.3	8,467.2	488.9	5.8%
V411	FARM IMPLEMENT DEALERS & SERVICES	789.4	545.6	213.7	(331.9)	-155.3%
V412	LIVESTOCK SALES & SERVICES	100.8	47.2	137.2	90.0	65.6%
V413	FEED & SEED DEALERS	847.0	1,115.0	799.1	(315.9)	-39.5%
V414	FARM CO-OPS & BUREAUS	217.3	208.4	2,070.0	1,861.6	89.9%
V415	EQUESTRIAN STORES & SERVICES	9.5	26.0	19.2	(6.8)	-35.4%
V416	AGRICULTURAL SALES & SERVICES, MISC.	650.6	741.0	777.2	36.2	4.7%
V421	MAGAZINES & OTHER LOCAL PUBLICATIONS	1,324.6	1,190.6	1,022.0	(168.6)	-16.5%
V422	NEWSPAPERS	18,476.1	18,924.6	15,512.4	(3,412.2)	-22.0%
V423	RADIO & TV STATIONS & CABLE TV	94,080.2	106,109.6	94,240.5	(11,869.1)	-12.6%
V429	MISC LOCAL MEDIA & ADVERTISING SERVICES	792.3	847.0	946.7	99.7	10.5%
V430	AVIATION SALES & SERVICES	200.5	141.4	160.6	19.2	12.0%
V440	AUCTIONEERS & AUCTION HOUSES	405.6	237.1	268.6	31.5	11.7%
V490	MISCELLANEOUS (INCL. POLITICAL)	32,433.0	23,173.3	43,284.9	20,111.6	46.5%
V510	INDUSTRIAL & MANUFACTURING SERVICES	602.7	1,242.5	1,411.9	169.4	12.0%
	TOTAL:	2,280,872.2	2,423,630.7	2,452,764.3	29,133.6	1.2%

SOURCE: TELEVISION BUREAU OF ADVERTISING (TVB) FROM DATA SUPPLIED BY ARBITRON IN 75 MARKETS.